



A story that changed my work culture and built confidence



Inspiration

Youth aged between **16- 25 years** spend at least **4-7 hours per day** on social media, mostly in the developing and developed countries.

Updating status, uploading photos, sharing information, making friends, networking, playing games, seeking for opportunities via the social network are some of the key activities by youth.

Blog

CareerGame.weebly.com

Research

[Research](#)

[The idea](#)

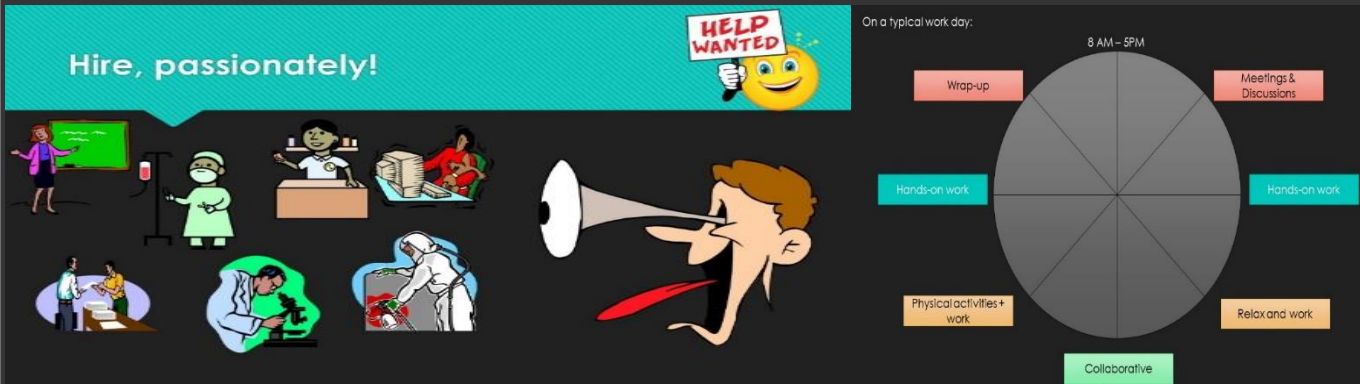
Impact

[Stanford d.school](#)

[What Game theory can say](#)

[Appathon](#)

Our First Design



COMMUNICATION DESIGN TIPS

Explain the key activities involved in the job rather than job specifications to find a hire



Communication, Interacting with teams, Work timings from 8-5PM desk job, Market Forecasts, Financial Analysis, Enjoy Team Dinners on Fridays, Know-how in SDLC, Worked on similar activities before at college or workplace, Able to make a match between work and know-how

It started off this way!

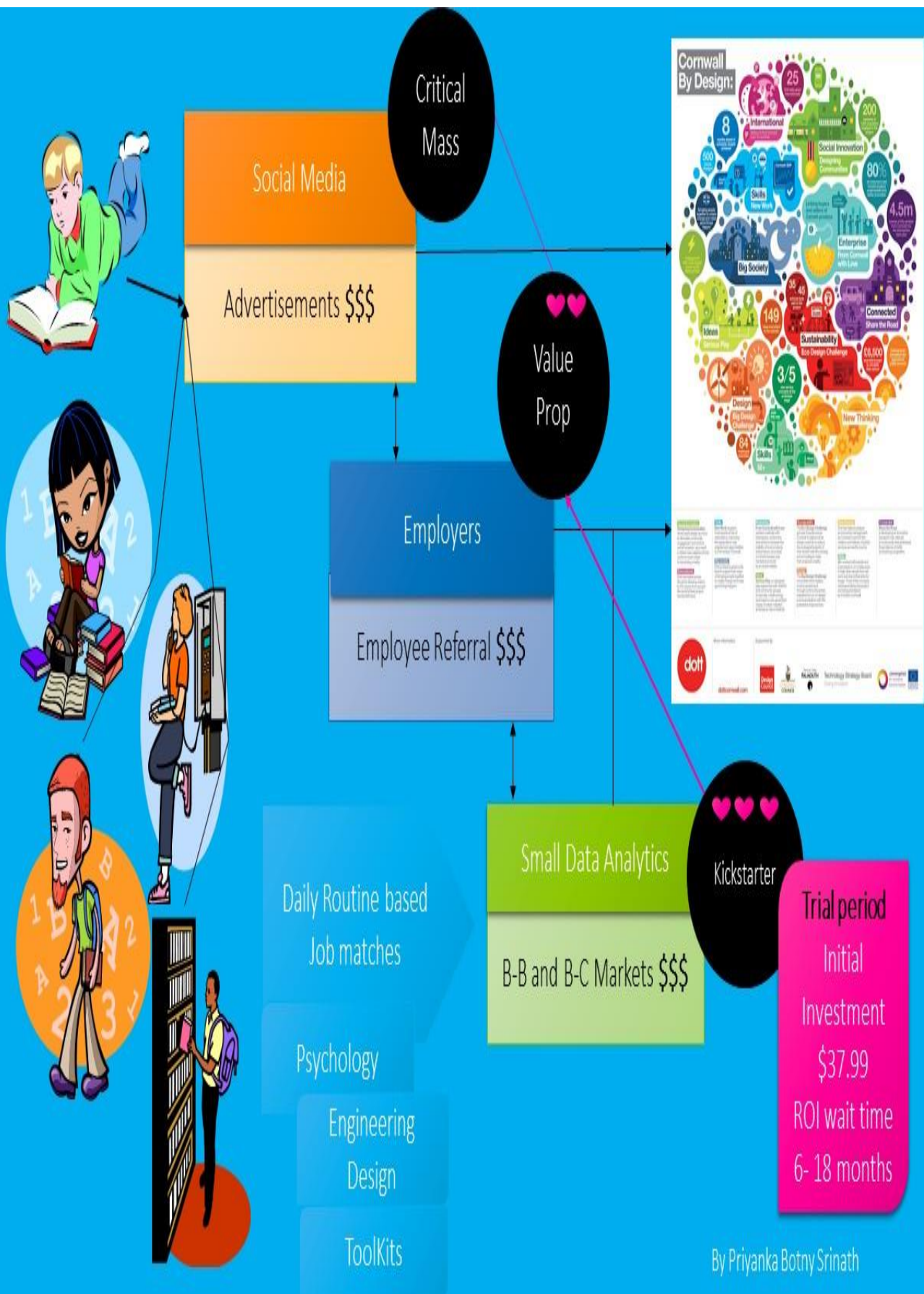
Sponsored by
Clinton Global Initiative

I was confused in the first 10 days of the challenge. Collaboration, evaluation, ideating constantly and finding the one that creates a value was a long shot.

I did not have skills like working online in a team, communicating online and making meaningful descriptions and analysis. But over a period in time I learnt step by step where we had hour long discussions and Office Hours with Tim Brown, IDEO



Our Sustainability Model





Initially, the app carried a name called DailyO (O for opportunities)

The above explains a find story where my team members starting getting clarity on the topic.

We conducted experiments at nearby schools in
Wichita, Kansas

Collected sample stories and narrated them to many.

The Social Getwork

A one-stop web/mobile app to explore career-opportunities for youth using social media.

THE USER

Mili, 17, Anu, 19 and Sam, 21 are great friends connected on social media.

They share posts, update status, connect with people around and have fun playing games. Each of them have varied interests.



Mili completed high school and she is looking for part-time opportunities to work and study.

She is interested in playing violin, dancing, Chemistry, games and shopping.

Anu has dropped out of college to take care of family income.

She is interested in gardening, social interaction, watching movies and teaching craft.

Sam is a senior at college pursuing B.S and he will be graduating in 3 months.

He is interested in music, public speaking, Physics, Math and soccer

KNOW-HOW



Sam knows about “*Social Getwork*” app as he had seen his friends using it at school. He saw them applying for jobs too.



Sam goes home, logs in the social media and makes a search for the “*Social Getwork*” app. He plays around with the data analytics, learns about his posts, clicks, shares and makes comments or like.

While he is playing around with the app features, the smart app – *Social Getwork* makes relevant opportunity matches for him based on his interest feeds that he has updated from the past 4 years from his freshmen days like he was the captain of the soccer team, the band group he played for, first project he designed, experiments he conducted and the elocution contests he won.

Photo: TvTropes

CHOICE



Now, Sam begins to think seriously about applying for the interest-based opportunities like attending elocution contests, conferences for leadership summit, volunteer work for soccer practice in Africa, career opportunities for B.S fresh graduates with leadership experience, applying to graduate study, music world and communication skills as some of the examples.

On making preference based selection in the app feature, he will be able to view opportunities that simply look customized tailor-made for his career.

Photo: TexasEnterprise

SHARE



Sam recommends the *Social Getwork* app subscription to his close friends Mili and Anu who are looking for career opportunities too.

Mili and Anu log on to the *Social Getwork* App that evening and repeat the process of searching for opportunities and recommends the app to Tara, Rosh and Ali.



Based on the app matches and choices made by users:

- Sam applied to UCLA and is awaiting acceptance, he is a volunteer coach for soccer at a small school near LA for summer and he participates in paper presentations at local Meetups.
- Mili applied for a B.S in Chemistry at Minneapolis and works at YMCA while attending dance classes
- Anu attended wedding collections expo and she designs landscape gardens for weddings.

the social getwork



ALBERT in 2014

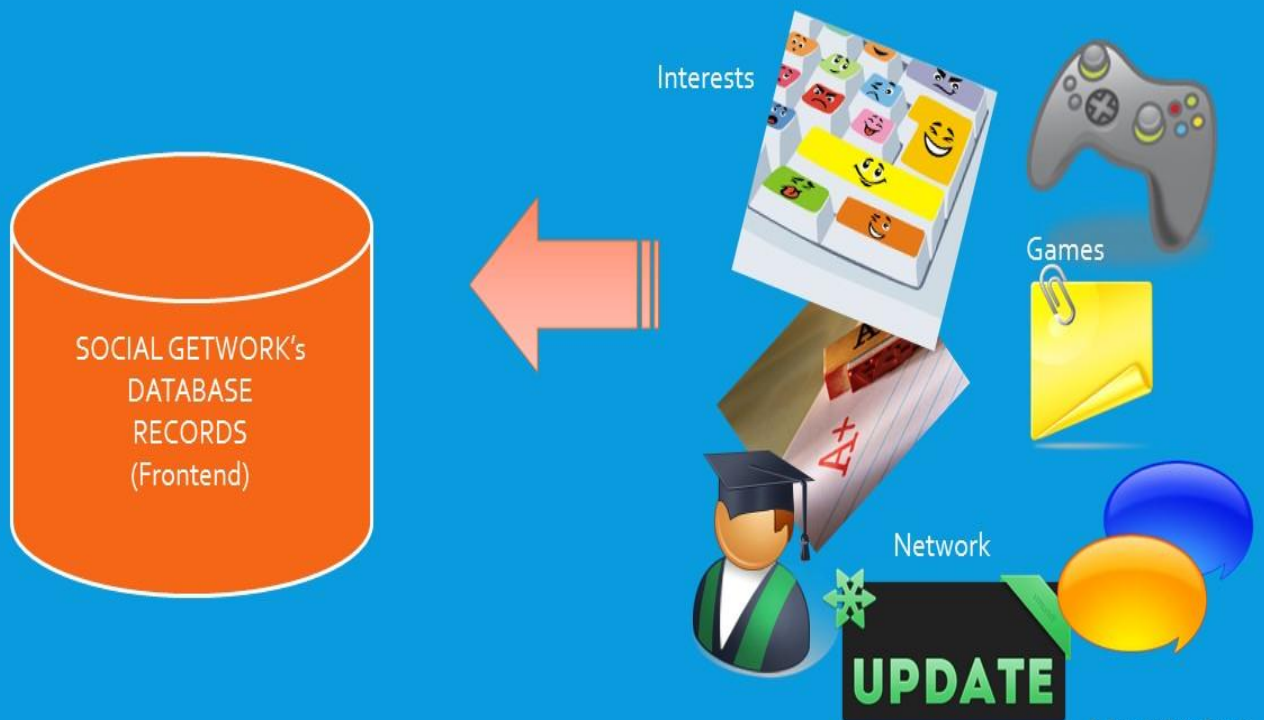
Albert, 17 years old logs in to his social networking sites and starts his activities like updating, sharing, adding friends online. He subscribes for the "Social Getwork" App!

By Priyanka Botnysrinath

Some transformation took place from where I was going. My work culture changed by this time. We started working 10 hours a day, totally addicted to hack impact!

Name changed to "Social Getwork"

USE :ALBERT SPENDS 6 HOURS ONLINE, EVERYDAY!



IMPACT: ALBERT IS USING SOCIAL MEDIA FOR FUN AND FUN IS CONVERTED INTO AN OPPORTUNITY ON A DAILY BASIS.





JEC Americas
Conferences, Table-Tops and Networking
BOSTON OCTOBER 28, 29, 2014

FALL EVENT COMPOSITES DESIGN

TRADE SHOW & DEMO TALK
J.E.C. / CONFERENCES
INNOVATION AWARDS & SHOWCASE
BUSINESS MEETINGS
JOB CONF.
TECHNICAL POSTERS

National Volunteer Week

April 21 - 27, 2013

Join our Volunteer Program!
Call 303.398.1126 or email volunteers@njhealth.org for information.

19,097.5
Volunteer Hours of service in 2012

21.79
Dollar value of VOLUNTEER SERVICE PER HOUR as assigned by Independent Sector

9.2
FTEs in FULL TIME EQUIVALENT EMPLOYERS who are CHANGING GRADUATES

185
Total number of VOLUNTEERS who are CHANGING GRADUATES

39
AVERAGE AGE of a National Jewish Health volunteer in 2012

56
Percentage of active volunteers who are CHANGING GRADUATES

30
NATIONAL JEWISH HEALTH DEPARTMENTS who were served by Volunteer Services

National Jewish Health
Science Transforming Life®

© National Jewish Health, 2013

careerbuilder.com

Keywords: Location: Upload or paste your resume:

Categories: Select a job category:

My Saved Searches: You have no saved searches. Click on one here.

Other Searches: Browse Job Categories: (Show more)

Job Search Tools:

JKW CareerCue
Career Interviewer

Here's how many employers have viewed your resume:

Get started now: Upload your resume

UNPAID INTERNSHIP...

Search Referrals to College and University Category **compete**

(12/20/2011 - 03/27/2012)

Keyword	Category Share	Average Time Index	Total Time Index
1 university of phoenix	0.78%	156.00%	10000.00%
2 ashford university	0.36%	96.00%	2732.00%
3 campus phoenix.edu	0.27%	216.00%	4777.00%
4 tcc	0.16%	56.00%	721.00%
5 campus	0.15%	176.00%	2232.00%
6 liberty university	0.15%	100.00%	1267.00%
7 us	0.14%	353.00%	4174.00%
8 mia format	0.14%	36.00%	419.00%
9 university of phoenix login	0.14%	170.00%	1917.00%
10 ashford university students portal	0.13%	63.00%	1039.00%

Definition: The Social Getwork is a one-stop web/mobile app to explore career opportunities leading towards many employment pathways for youth using social media.

Albert's passion is to create meaningful apps for social media. He explained his story to one of the connects whom he met at a *Meetup* who works at Google at LA recommended by **Social Getwork**

Now, Albert works as a social media research intern at a start-up and he is studying at a local university in CA



Albert, 2017

Experiment #1



Experiment #2

facebook®

twitter 


Pinterest

Linked 

We went to the nearby schools at Wichita, Kansas to learn the expected outcome of social networking.

Conducted *Junk Innovate* and gave them all the supplies that were necessary to observe. GIS maps, Google maps, math fun and much more to read about their interests while they are learning.

Experiment #3

William, 36 lost his eye sight when he was 15 years old. He wishes to see again. We used social media like GoFundme, Facebook and Twitter to help him raise money.

We also taught him to use speech recognition to browse computers. He can now easily log in to Facebook to click on updates for his account in GoFundme

Social Getwork can be downloaded on his phone to get career opportunities too.



Experiment #4



User Statistics

Sergio's Team tracked the Weekly status of their pilot project that works very similar to *Social Getwork*.

The following are some of the results starting from week 1 were:

1. Technical challenges on week one as there were different browsers used by users.
2. Users were confused about the jobs listed
3. Most users were working on upcoming tests rather than job search
4. Some of the jobs listed were not entry level jobs and were difficult to apply for

After 4 weeks of change on action plans the team observed these changes:

1. Users like the new entry level jobs just made for them
2. Users expressed interacting with other users on the platform and knowing the activity feeds of their friends.
3. Users were unclear what the "end goal" of the application is, to "train" or to "apply for jobs"

Our sincere thanks to Sergio Marrero for helping us with the Pilot testing and research.

CONCLUSION

Experiment #1: Explains the interests of youth in the current social networking world. Sometimes students tend to grow with the change by making choices that help them reach nearest to their passion.

Experiment #2: Facebook, Twitter, Instagram, LinkedIn, Pinterest and other social networking sites have a major influence on the youth, today. They are constantly updates status that is creating a timeline for the interest record history.

Experiment #3: Opportunities can be given to everyone irrespective of disabilities and age via social media.

Experiment #4: Students love experiments and they get excited by tangible rewards and opportunities and they are hooked to social media every hour.

Experiment #5: A pilot project results for a startup similar to *Social Getwork* by Sergio Marrero tells us about the mobile app industry using social media for job search.

The key to evolving youth generation is social media and it's pathways to provide career opportunities.

Passion and Beyond Life Experiences

With the help of the entire OpenIDEO team, working collaboratively, I was able to wireframe the idea in terms of descriptions and design.



OpenIDEO - How might we

https://openideo.com/challenge/youth-employment-pathways/research/a-game-that-helps-read-problems-answer-complex-problems-using-design

THE CHALLENGE

Follow this challenge 906 followers

SHARE THIS

[f](#) [t](#) [in](#) [g+](#) [✉](#)

How might we build better employment opportunities and pathways for young people around the world?

READ THE BRIEF

RESEARCH
283 contributions

IDEAS
176 ideas

FEEDBACK #1
176 final ideas

REFINEMENT
22 final ideas

FEEDBACK #2
22 final ideas

WINNING IDEA
Announced!

SHARE YOUR STORY

MISSION #1

Personal stories offer powerful insights and there are many different perspectives to consider. [Find out more...](#)

IDENTIFY SUCCESS

MISSION #2

A crucial part of the design process is learning from the work of others. Exploring what has worked in the past can help us identify best practices, build on existing successes and forge new solutions going forward. [Find out more...](#)

CONDUCT INTERVIEWS

MISSION #3

Real insights start with real people. By interviewing a diverse selection of individuals, we'll be better informed as a community and have a range of experiences and perspectives to draw upon as we identify key opportunity areas and move into the Ideas phase. [Find out more...](#)


CONTRIBUTION

BACK TO LIST 283 OF 283

A game that helps read problems, answer complex problems using design-game thinking and helps gain skills necessary for employment.

In the year 2030, 3.5 Billion is the projected global labor force, up from 2.9 billion today. 40 million potential shortage of college-educated workers in 2020. 30 years from now there will be more jobs created but are there skills that can match the job requirements? A potential shortage of nearly 45 million medium skill works, a shortage of 40 million high skill workers and surplus 90 million low-skill workers. The current education system gives enormous knowledge but does not streamline support for a desired job specification. <http://CareerGame.org> helps to approach the defined social/corporate problem in the game and rewards players based on their performance and prepares them for employment without losing out on fun!

IDEA



Submitted by:
Priyanka Botny
July 17, 2014,
14:04PM

616 views

9 comments

3 applause

Applaud this

+ Build on this

DOWNLOADS

File 1

LOGIN

the social getwork



Login Page

Users can login using various networking site login username and password

Social Getwork says:

“The login page is a welcome page for the downloaded app”

By Social Getwork.org

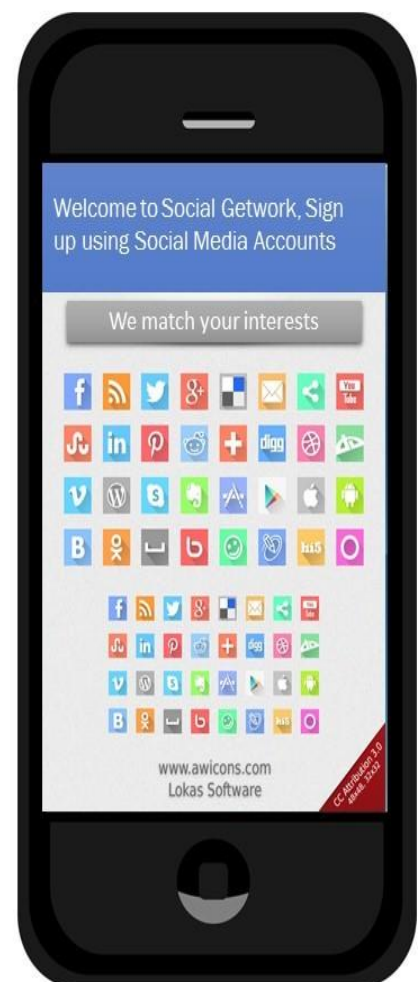
Access Page

The user will start providing access to all the other sites by clicking and providing permission to use data.

Social Getwork says:

“The app analyses the user information and records timeline of the data.”

By Social Getwork.org



Job Board

Entry level or work experience based job referrals for users based on Interests, endorsements, education, experience and the interested career goal in the form of explanation and not keywords.

Social Getwork says:

“Keywords do direct matching. But an explanation helps express attachment and passion in the social psychology aspects of the users.”

By Social Getwork.org

Loading Page

Analyzing user information and profile details using game theory and natural language programming.

Social Getwork says:

“The app promises the user with career opportunities links”

By Social Getwork.org



Opportunity Pathways

The app helps create career opportunities and pathways for users to enter into employment.

Social Getwork says:

"The app is simply a machine to convert profile details into useful information about employment opportunities for the user. It also focuses on the pathways for their employment opportunities as prerequisites."

By Social Getwork.org

Decision and Apply

Job listings matching to an engineer living in Bangalore (entry level) who has internships experience and has interests in learning about agriculture, startups, design and development of software.

Social Getwork says:

"Travelling has become easy now cos of the low cost flight tickets. Global career opportunities must be easy too to gain the International exposure."

By Social Getwork.org



Advertisements

We have used Gamification principles in our adverts - engaging users in opting reward points for fuel, discounts for daily items, coupons for students, recharging mobile phone by service providers etc.

Social Getwork says:

"Gamification principles are designed using 6Ds by Kevin Werbach and these rewards are a part of the exciting work-help cycle. Some people can buy phones for lowcost and travel to places with low cost flight tickets etc."

By Social Getwork.org



Progressive Ad-usage

Once the user is engaged in making various choices. They app helps him/her to make progressive choices that will help him/her in terms of getting student loans, flight tickets, transport, cell phone recharge etc.

Social Getwork says:

"The app is a link maker for the processes that go into the entire recruitment process and helping youth to gain employment."

By Social Getwork.org



How might we build better employment opportunities and pathways for young people around the world? [READ THE BRIEF](#)

IDEAS
176 ideas

FEEDBACK #1
176 final ideas


REFINEMENT
22 final ideas


FEEDBACK #2
22 final ideas


WINNING IDEAS
Announced!


IMPACT
Ongoing

ACTIVITY FEED

 Rong Jun commented on an idea - Preflight: Real-world challenges in the classroom. Hi, I like your idea, I suggest that creating an exclusive online platform may be helpful for attracting more professionals and schools to engage...

 Rong Jun commented on a contribution - The Little Bit of Creativity That Could. Hi Vincent, I just read your story, my story is basically similar to yours, because of the pressure given by the industrial school system and...

 Thi Mui commented on a contribution - The Little Bit of Creativity That Could. Hi Vincent, I feel so inspired after reading your story. I'm from Sweden and we just recently changed to a new government system. The new...

 Priyanka updated a story. Appathon 2014-15 @ Bangalore from Bay Area San Francisco

WINNING IDEA

BACK TO LIST

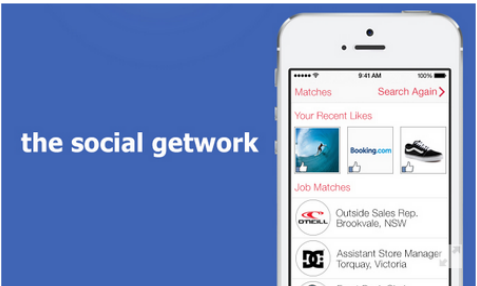
2 OF 7


The Social Getwork

The Social Getwork is a one-stop web/mobile app to explore career opportunities leading towards many employment pathways for youth using social media.

[Idea Title by Dave Zinsman]

Note: Social media includes professional media sites too.





Submitted by:
Priyanka Botny
August 14, 2014,
20:59PM

3227 views
196 comments
40 applause

Applaud this

DOWNLOADS
File 1
MobileApp_Storyboard.pptx
UX Storyboard

LOGIN

Sharing and more

Interviewing skills, trainings, tips for presentation, toolkits for entrepreneurs etc are add-ons to the app system to involve youth to create opportunities pathways for themselves by these resources.

Social Getwork says:

“Getting help with studies or viewing an inspirational job opportunity is a motivational journey for youth using Social Getwork”

By Social Getwork.org



Open IDEO

One among
the top 7
winning ideas

Impact at OpenIDEO



the
social network

do what you 



GETWORK APPATHON 2014-2015

RUN YOUR CODES TO GET A JOB





How about creating a market place for the ideas
on OpenIDEO?

Interests varies from person to person and
everyone are not interested to solve societal
problems



Designing with Data Class @ D.School

1. How did you first hear about the platform? What is the first challenge you participated in? What worked for you before, during, and after the challenge?
2. What kept you coming back to OpenIDEO? How did you experience change over time as you got more used to and familiar with the platform? When was your usage the most frequent? When was it less frequent? How many hours a month do you spend on the platform, or engaged in an activity related to your platform usage?
3. What did you like most about OpenIDEO? What did you like the least?
4. Have you shared any interesting stories and insights with others (e.g., peers, friends, and family) about your experience with OpenIDEO? Have others joined the platform because of your encouragement and story?
5. If you can change a few things on OpenIDEO, what would you change?
6. Assuming you know and are acquainted with other users in the group, why do you think others have not adopted the platform as you have?
7. How often do you use the platform? How do you stay up to date and plugged in with the activity on the platform?
8. What does the Design Quotient mean to you and why? What do you feel when your DQ goes up? Has that had any effects on how you use/react to the platform? Does it affect how you interact with others?
9. Is there a question that you wished I had asked you regarding your user experience with OpenIDEO?

Outcomes

After surveying 75 Stanford Students,

- Students are success-oriented and looking for tangible outcomes
- Students lead very busy lives and choose to participate passively
- Students are looking to gain new skills, build their resumes and expand their networks
- We found two types of users

Type 1

- Wants to have a social impact
- Either wants to participate a lot or not at all
- Concerned about abilities and wants to collaborate
- Willing to engage consistently to develop design skills

Type 2

- Concerned about personal development
- Most willing to help, but very passive
- Far more time constrained
- Will dedicate limited time to improve design skills

Read more



Social Getwork Case Study

1. Goal

2. Hypothesis

3. Research

- Similar Applications
- Inspiration for the app
- Positive user-behavior of the app
- User Persona 1 & 2
- Technical Requirements for the Prototype
- Wireframing
- Sustainability Model

4. Experiments and Observations

5. Pilot testing the Prototype

- Prototype development stages

6. Conclusion

7. Estimated Timeline

8. Our team and OpenIDEO community

9. Big thanks

10. FAQs

Note: There is a name change from "DailyO" to "Social Getwork"

1. GOAL

Create the Social Getwork mobile/web app interfacing youth on various social media and career opportunities leading to employment pathways.

2. HYPOTHESIS

Making matches between user's interests on social media and career-opportunities out there is our standpoint. The following are the key characteristics of the app :

Interface the social media sites with career opportunity sites with in-built powerful data analytics tool.

Just the way Amazon and other online shopping sites works with it's users by suggesting matches for the user-search : : SocialGetwork must be able to make interests and social media profile matches based career opportunities available, without telling the user that it is tracking their records as this may lead to "think and pause state" before updating their activities on social media which will be a constraint.

[Gamify](#) (research phase) the application to increase engagement and progression loops that can provide reward points for fuel, coupons, cell phone recharge points, discounts for youth - serving as a value proposition for advertisements and to attract youth towards using the app on daily basis viewing their various career-opportunities every day.

Understanding the decision making theory

Search Engine Optimization using hashtags and other features

supported by Caleb's [idea](#) on OpenIDEO

Similar Applications like Social Getwork -

For larger image - look into the images on top.

There are many professional networking sites like LinkedIn, Biznik, Cofoundr etc. that are specific to providing career opportunities. But all these sites have formal ways of hiring a candidate based on his/her resume/CV. On the other hand, Social Getwork helps youth to make a career choice based on their interests involving both social and professional networking user profile timelines.

Inspiration for the app -

Youth aged between 16- 25 years spend at least 4-7 hours per day on social media, mostly in the developing and developed countries. Updating status, uploading photos, sharing information, making friends, networking, playing games, seeking for opportunities via the social network are some of the key activities by youth.

Positive user-behavior impact : Youth spend a lot of time online to do various things. Sometimes termed as "necessary evil" because it brings a feeling of "missing out" on something therefore they are always online browsing by looking into their phones/computers. Youth activities may change to positive habits on social media by using Social Getwork:

- Researching interests and passion w.r.t career goals becomes easier compared to other existing resources on the internet world.
- Seeing unseen possibilities with career opportunities helps youth to make employment pathways for themselves, positively.
- Spreading the app to others online to create opportunity awareness becomes meaningful to reach out to millions of young people online.
- Connecting to various career choices with confidence by not losing hope will make youth stand up for themselves
- Urge to apply for 1000s of career options everyday on phones/computers, worldwide and increasing the probability of acceptance to job offers or any other career pathways offers.
- Friendly gamification-design framework will help them to make a decision to apply as it is engaging and motivating them to stay on the app for about 5-10 mins to inscribe details.
- Adopting positive habits like making right choices on social media helps them in thinking about their career goals while spending more time online with the help of the app that is following their feeds, everyday by clearing uncertainties and career related confusions.
- While they sense that the app is tracking their feeds invariably, they will change the way they look at social media - A media of career opportunities that helps everyone know about their progress- A sense of being successful (intrinsic motivation)

Initial thought process support by Shane Zhao

User Persona #1:

Swetha, 20, India

Swetha is an engineering undergrad student living in Kanpur, India.

She is active online, loves to travel, watch movies, follows news on social media, views interest based pages, likes comments and photos posted by her friends. She is will be graduating in one year from now. Campus hiring is common process through which most candidates make it to various jobs especially in IT or software. Swetha is worried about her career goals. She has an average GPA. She hears about Social Getwork App and downloads it to her phone. She starts using it to find out about the various career opportunities she can apply for based on the normalized information collected by the app. She views interesting scholarships, meetups, challenges, engineering jobs, interview tips, mentor help etc. Also once she applies she receives some rewards points, coupons for restaurants, air tickets, travel, free tickets for conferences, mobile recharge points by service providers, latest advertisements for youth collection etc. She shares the app with others online and finally she updates her app everyday to provide her with more opportunities, everyday. She uses the app till she finds a full time opportunity.

User Persona #2 :

David, 18 ,USA

David lives in Kansas, USA. He completed his home schooling by graduating 12th grade recently. He is enthusiastic about games. Recently, he bought an XBOX to play many games. He spends 6 hours gaming connected to the social media, everyday. He joined an online degree program at Startford Institute for a Game Development Diploma. He is keen on understanding the world of games and he wishes to pursue roles as a game developer. But the qualification for a game developer at companies is a minimum B.S or M.S. He learns about entrepreneurship from his neighbor and he is excited about it and that night he searched for "entrepreneurship" keyword on Facebook and Twitter search pad . Someone online also posted an invite to download the SocialGetwork app. He downloads the app and starts browsing the various career opportunities. He applies for a few game design conferences, gamethon and signs up for a Java course. He is recommended selections based on his daily updates on social media and he received relevant career pathways for him to achieve his goals. He receives all the goodies that helps him to process his career needs like finding an apartment on AirBnB, low cost flight tickets, mobile currency etc as part of advertisements. He uses the app till he finds a suitable career path leading to full time employment opportunities.

Technical Requirements for the Working Prototype -

Social Getwork analyzes the activities like interests, word clouds, conversations, public profiles, professional profile endorsements, pages liked, location, viewed sites, expressions, check-ins etc are all inclusive of the interests of the social media user to make relevant matches with the career-opportunities leading to employment pathways in the market to ease the opportunity-match-search process and reduce hiring-costs for the employers in the hiring process.

- Based on learnings from experiments, observations and reading research papers.

Wireframing - Near to accurate career-opportunity matches for youth to make career decisions based on their networking site feeds.

Sustainability Model-

Click to see the [sustainability model](#) and scroll down on the pdf for monetization part.

There are 3 stages of the model:

1. Premium users: Companies and organizations who are in need of candidates (youth) posting on the career opportunity portals (outside of the app). They will receive a pool of applications for a specified job role as the communication is made with the help of the app characteristics.

2. Basic Users: Youth and other unemployed or underemployed people who are in need of any kind of career opportunities and can use the app for FREE!

3. Small data infographics is our kick starter to attract youth to using our app. This can be a paid or unpaid service for the organizations and spread across the social media to support user persona stories of career-opportunities.

See by yourself the social media impact on other users based on one user-experience. [Click here](#)

4. Experiments and Observations -

We conducted 4 experiments with young people in our community, Kansas we tested for usability, viability and feasibility using some action items learnt from the Sergio's pilot project (Exp #5, see below)

The experiments ([click here](#)) were:

Experiment #1: Explains the interests of youth in the current social networking world. Sometimes students tend to grow with the change by making choices that help them reach nearest to their passion.

Experiment #2: Facebook, Twitter, Instagram, LinkedIn, Pinterest and other social networking sites have a major influence on the youth, today. They are constantly updates status that is creating a timeline for the interest record history.

Experiment #3: Opportunities can be given to many including those with disabilities via social media.

Experiment #4: Students love experiments and they get excited by tangible rewards and opportunities while they are hooked to social media every hour.

Updated on September 6, 2014 - We plan to conduct series of these short experiments to perform valid case studies of our users.

5. Pilot testing the Prototype-

[Sergio Marrero](#) shared his team's pilot project which is based on 100 interviews and the app (works very similar to Social Getwork with job skill training opportunities for youth) was tested with a group of youth for over 7 weeks helped us gain useful insights for our prototype and pilot test.

Note: Sergio Marrero's pilot project was a mobile app that helped young people build skills and trainings for entry level jobs mainly in Jamaica.

Experiment #5: The project results from Sergio's pilot tells us about the mobile app using social media for youth job search and the various action items that took place after detailed findings and hands-on testing with youth.

Updated on September 6, 2014

- As a Social Getwork Team we will be set to build our own prototype by the end of this month as I will be moving to CA and will also have an opportunity to test the prototype at India and US by the end of this year to gain more feedback and user testimonials.

[Storyboard Design](#) - This is a mobile app version. Similarly it can be done on any social media sites (inclusive of professional media sites) to access on desktops too.

Updated on 9/8/14

Prototype Development Stages-

Stage #1: Sergio's team is working on similar lines with Social Getwork by conducting a 10-week pilot in conjunction with Opportunities for Better Tomorrow (OBT). He shared a list of activities, challenges, findings, action items. We will be able to record details based on the detailed prototype testing inputs. We are working to meet on September 26th with this regard at San Francisco. We will also be meeting Dave Zinsman who is constantly mentoring the entire thought process by the end of September.

Stage #2: Designing gamification model for Social Getwork and value proposition proposal for advertisers.

Stage #3: A potential sustainability model creation:

Organizations as Premium users to look for candidates

Youth get to download and use the app for FREE!

Advertisers propose gamification adverts using reward system.

Stage #4: Final prototype design using the programming concepts (natural programming), key prototype observations from Sergio's prototype model, research of similar apps and services, gamification system and sustainability model to continue towards final implementation of the app. Read on to get detailed insights and give us feedback. Hey, we also made a prototype app that you can download on your Android devices (works best on tablets). We are collecting massive responses from Wichita State University (WSU), New York University (NYU) and Wichita Public Schools (WPS) students, stay tuned to see their responses.

Survey Results at Wichita State University, New York University and Wichita Public Schools- TBD ([ongoing](#))

6. Conclusion:

The key to evolving youth progress is social media and it's pathways to provide career opportunities.

An app like Social Getwork will be able to match interests with the available opportunities by providing pathways to explore, make a choice or career decisions and share it with others on the social media.

7. Estimated Timeline

Our Timeline @ [Google Spreadsheets - Social Getwork](#)

8. Our Team and OpenIDEO Community

Sergio Marrero: Pilot test which he and his team worked on a similar app like Social Getwork app provided great insights in shaping the app.

Dave Zinsman: Incredible support, mentorship, guidance and the beautiful idea title for the team.

Anne-Laure Fayard: User experience and feedback support

Meena, Shane and Luisa: are constantly shaping the idea is asking mind-boggling questions to think further.

9. BIG THANKS:

Brooks Technology and Magnet School, Exploration Place [William Dickerson](#), Successinthemiddle.org, 12-step guide to building the first Mobile-App by aB, Job search sites, Wolframalpha, Chockalingam Eeshwaram and Shankar Ghangadhar (for providing app development details), Wichita State and New York University students and all the others who are involved in the upbringing of "Social Getwork"

10. [FAQs](#)

What are the next steps for implementing this idea?

SocialGetwork has a great potential to bring a positive impact on the young people who are using social media every day. The app requires solid foundation for data analysis and programming skills that can put the users in a feedback loop - to it's users by making relevant suggestions of the career opportunities based on the user activities in various social and professional networking sites

In order to implement this project, my team members and I will be meeting at the Bay Area on September 26th. Based on the pilot project by Sergio's team and collective responses from the activities on OpenIDEO and our work so far - we will be testing the working prototype of the app with the colleges at Bangalore, India and the bay area educational institutions in the end of November, 2014. We will be able to tabulate observations and move forward with potential partnerships with social media sites and the career opportunity sites starting from 2015.

Briefly describe a user scenario which illustrates the specific need that your idea is trying to solve.

Rashmi, 21 is a final year engineering student living in India. She is active online, curious to know things around her, loves to travel and has no professional work experience. She is pressurized to take up a job in the next few months as her parents are bound to get her married. She wishes to stand on her own feet by making her own living. Someone online shares an interesting app that provides exactly the opportunities she is looking for

The Social Getwork, a smart App that tracks Rashmi's activities and records his timeline of events and matches her "activity clouds, online" to the career opportunities available in the market. It displays career-opportunities like employment, internships, colleges, interests, events in the city etc to guide him towards his career. The app provides her with his interests or most talked about on her feeds-based opportunities so that she is certain to make a career-decision and apply for one or more opportunities provided by Social Getwork.

This way she will view choices to choose from, make decisions and apply for the opportunities that is closest to her interests and daily activities that she updates on her various social media sites (both professional and social)

Who does this idea benefit, who are the main players and what's in it for them?

Idea benefits stakeholders like youth, employers, entrepreneurs, job seekers in general will be able to participate in the recruitment-made-easy application that involves engagement for the users and the right human-resource for employers who are looking for efficient and interested employees applicable to global internet market. Both small-large companies will be interested in manpower for helping them build a better world.

Social Getwork will be able to target interests, word clouds, #hashtags, pages viewed and liked, number of clicks, location, identity matches and all the quantitative and behavioral game theory to engage and help progress our customer user experience>>>Employers will be able to access value in viewing the person's interests in doing a task. Both intrinsic and extrinsic motivation levels will be involved in the users who apply as sharing is a major advantage on this media and it happens in minutes.

Getting career-opportunities will help candidates to gain rewards in some or the other way to follow their passion, understand the needs in the society and deliver their best with their interests clinging to their work.

How is your idea specifically increasing access to employment opportunities and pathways for young people?

Youth employment (in general career) opportunities can be a guided process while closing the engagement gap between uncertainties among youth and career-opportunities out there with the employers.

Social Getwork is that engagement app that holds the interests of the youth seeking for opportunities and the plethora of career-opportunities out there.

It creates career pathways to apply for number of opportunities like internships, employment, talk to businesses, Meetups, attend conferences, relevant activity recommendations, toolkit recommendations, collaborative consumption market availability, part-time jobs, interest related activities etc.

The opportunity-decision making experience will help users to make a career choice, share choices, learn about other career-opportunities and clear uncertainties about their future. In case of rejections from any of those career-opportunities, they will always have options to reset and restart with confidence without demotivating themselves.

What early, lightweight experiment can you try out in your own community to find out if the idea will meet your expectations?

Some of the experiments conducted were>> To find word clouds matching with the keyword search at the opportunity center on leading networking sites like Facebook, Twitter and LinkedIn>>Highlight pathways for young job seekers to make career choice with confidence by simply analysis a case study reported by one of the team members. >>Social media know-how experiments conducted at schools locally at Wichita schools to observe middle school students who are involved in the social networks updating activities. >>Analytics on Facebook with 2000 friend lists helped to analyze that 88% of them update their home page on daily basis. >>We concluded that career-opportunities can be interfaced with the available APIs for each of the social networking sites. Hence we made a sample prototype. But the actual working app will have inbuilt features for analytics using NLP. >> We will be conducting a prototype user experience massive responses survey at Wichita State University and Wichita Public Schools, Kansas tentatively from 9/14 - 9/16/14

What skills, input or guidance are you keen to receive from the OpenIDEO community to help you build out or refine your idea further?

When a game like Candy Crush, Farmville can become addictive among youth, we can use gamification methods to help our app gamify. How can we do this?

Gamification can be a marketing technique too.

How can we change the job roles at organizations as this will be the future of the Social Getwork? Example: Fun Developer, Google Traveler, Growth Analyzer, "We need a person who can cook, talk a lot, stay motivated and build interactive apps for humans" this can be the extension of the routine based job search criteria. At this point we cannot change organizations but we can propose to them. Creating value prop for employers can be the next level of the app.

To Be Continued...